

**Subject:** Re: Keep the Change

**From:** Leo Pustilnikov

**Date:** 02/12/2016 08:10 AM

**To:** Blair Besten

**CC:** "sara.hernandez@lacity.org" <sara.hernandez@lacity.org>, Jonathan s <jon@shomofgroup.com>, Diana Yedoyan <diana.yedoyan@lacity.org>

whatever it takes... if the city gives us the blessing to use the public right of way (e.g. install on the streets), we'll have it set up in less than a week... we want to get this going asap!

best,  
leo

On Fri, Feb 12, 2016 at 11:07 AM, Blair Besten <[blair@historiccore.bid](mailto:blair@historiccore.bid)> wrote:

Leo,

There was a program brewing for this. Sara came and spoke about it at our board meeting over a year ago. I hope by now the process can be implemented relatively quickly. Any updates, Sara/Diana? We didn't sense specific interest in anyone committing at the time but perhaps you guys can be the pilot...

Blair Besten  
Sent from my iPhone

On Feb 12, 2016, at 5:54 AM, Leo Pustilnikov <[leo@slhinvestments.com](mailto:leo@slhinvestments.com)> wrote:

Blair and Sara,

Hope this email finds you well. I wanted to reach out to you all because I know how instrumental you both have been and continue to be in the ongoing revitalization of downtown. Jon recently read about a program (<http://www.cityweekly.net/TheDailyFeed/archives/2014/03/31/advocates-renew-call-for-pennies-for-providers-not-panhandlers>) which we discussed internally and all wanted to be a part of implementing in Los Angeles. Much like Utah, LA has been converting its meters to electronic ones and we wanted to see if we could come up with a way to work together on implementing this throughout the historic core.

If the City doesn't have the old meters, we are okay to buy new ones and are fine with taking the lead in developing the program, installing the meters, maintaining them and managing their operation and even providing a matching grant for a portion of the funds raised through it. Before we went through with it however, we wanted to find out the following:

1. Does the City have meters it can provide or should we look to purchase meters (which we would paint another color to make visible and stand out along with explanatory placards [see attachment] so people can distinguish and understand)?
2. Do we need some sort of BOE permit for installing them in the right of way and who can we discuss with this?
3. Do you have any suggestions as to which service providers you would like to see the funds go to?
4. Would the Council Member support this idea throughout the historic core (and possibly expanding later) and like to do a press conference announcing it?

We are very eager and motivated to get this going as we feel it would be a nice way to give back and help you in your work.

Please let me know.

Thanks,  
Leo

<keep the change.jpg>